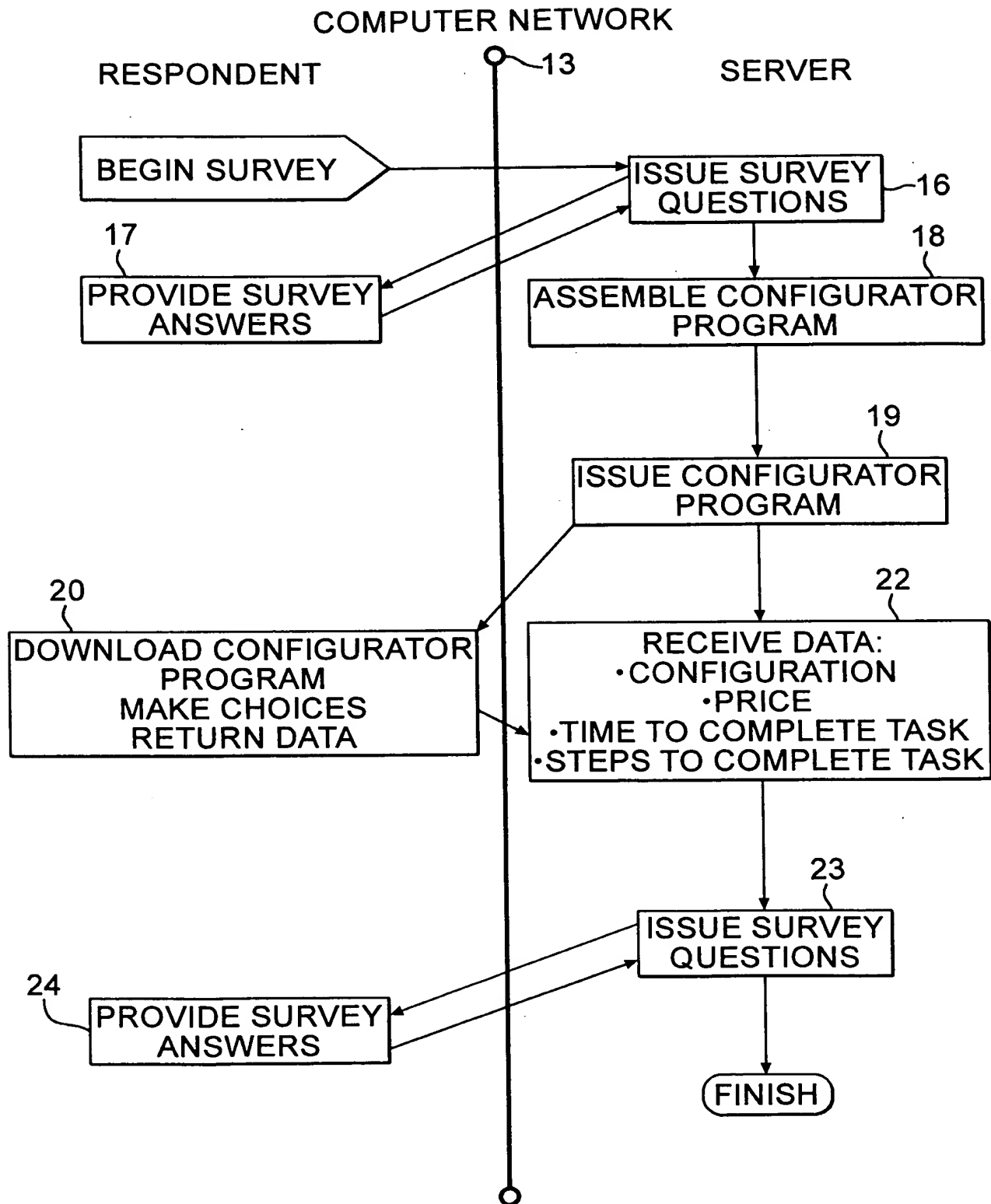
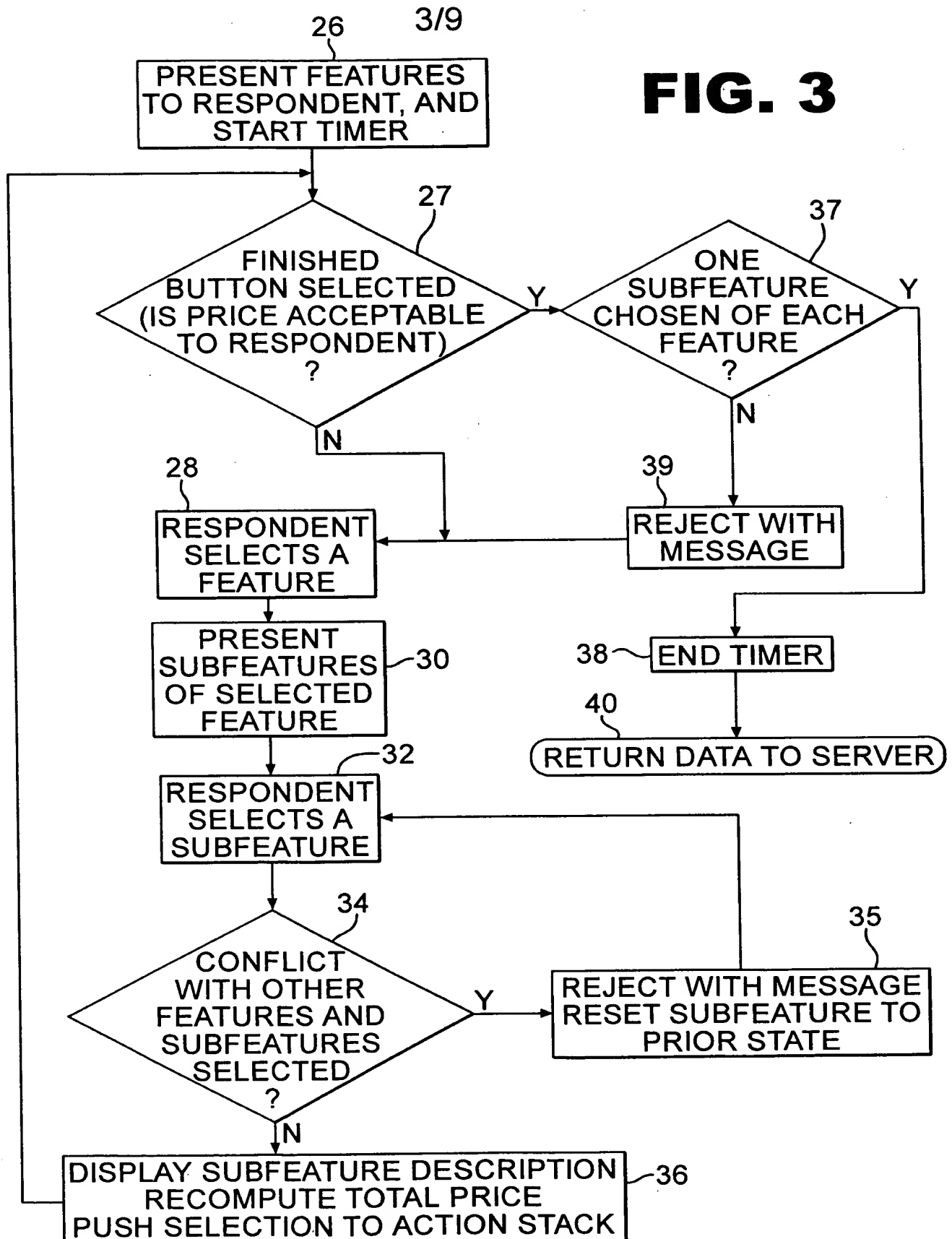


**FIG. 1**

**FIG. 2**

**FIG. 3**





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GO

CONFIGURATOR

TOTAL COST OF MEAL FEATURES SELECTED IN US\$

50 ~ \$1.28

POSSIBLE CHICKEN MEAL FEATURES

CHICKEN NUGGETS

SIDE DISH\*

SOFT DRINK\*

TOY\*

44a

44

EXPLANATION OF FEATURES

NUMBER OF CHICKEN NUGGETS IN BOX

45a

45

OPTIONS WITHIN FEATURES

3

4

5

6

46a

46

EXPLANATION OF OPTIONS

THE BIG FOUR ~47b

47

FINISHED ~48

48

**FIG. 5A**

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41

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ADDRESS

CONFIGURATOR

TOTAL COST OF MEAL FEATURES SELECTED IN US\$

50 \$1.90

POSSIBLE CHICKEN MEAL FEATURES

EXPLANATION OF FEATURES

CHICKEN NUGGETS

SIDE DISH\*

SOFT DRINK\*

TOY\*

NUMBER OF CHICKEN NUGGETS IN BOX

45a

EXPLANATION OF OPTIONS

THE FULL HALF-DOZEN

3

4

5

6

FINISHED

48

44

45

46

46a

47

**FIG. 5B**

41

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ADDRESS

GO

CONFIGURATOR

TOTAL COST OF MEAL FEATURES SELECTED IN US\$

\$1.90

POSSIBLE CHICKEN MEAL FEATURES

EXPLANATION OF FEATURES

CHICKEN NUGGETS

NUMBER OF CHICKEN NUGGETS IN BOX

SIDE DISH\*

56

SOFT DRINK\*

58

TOY\*

58

YOU MUST SELECT A FEATURE OF EVERY ATTRIBUTE

OK

OPTIONS

3

4

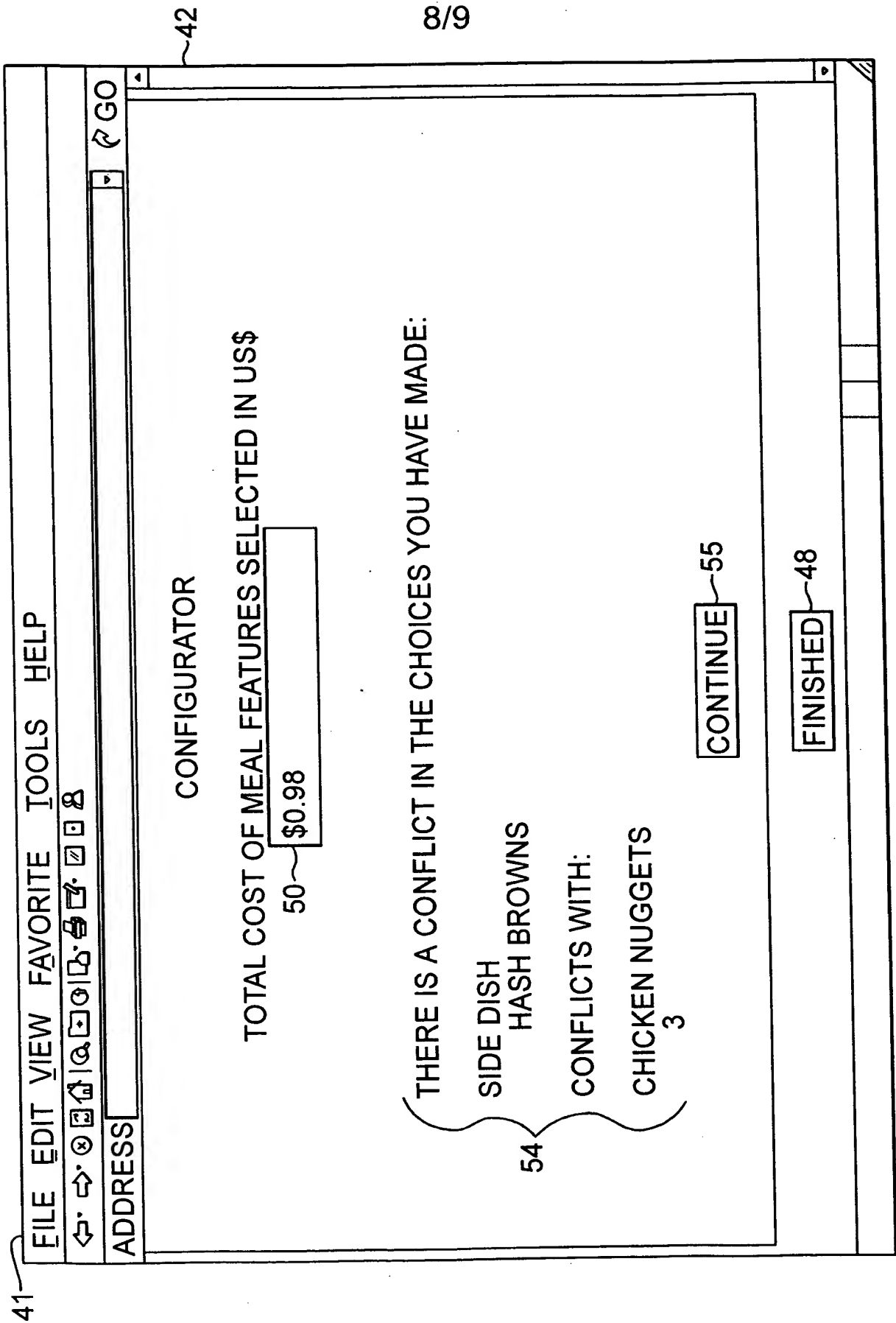
5

6

OPTIONS

FINISHED

**FIG. 6**



**FIG. 7**



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CONFIGURATOR

TOTAL COST OF MEAL FEATURES SELECTED IN US\$

50

\$3.06

POSSIBLE CHICKEN MEAL FEATURES

EXPLANATION OF FEATURES

CHICKEN NUGGETS

SIDE DISH\*

SOFT DRINK\*

TOY\*

MOVIE PROMOTION TIE-IN

OPTIONS WITHIN FEATURES

EXPLANATION OF OPTIONS

TOY SOLDIER

BEAUTY

LION KING

STAR WARS EPISODE 1

...NOT THE BEAST

FINISHED

48

**FIG. 8**